

**Advertisements of tourism activities in print media**

1204. SHRI RAJU PARMAR:

SHRI BHAGATRAM MANHAR:

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether it is fact that Government is promoting various activities of tourism both in India and abroad by way of releasing display advertisements in various newspapers and magazines;

(b) if so, what is the policy of Government with regard to the release of advertisements in the media; and

(c) what are the names of the newspapers, magazines and other souvenirs/brochures where Department of Tourism have released advertisements during the last two years with the cost of the insertion released, circulation of the paper/magazines, etc.?

THE MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR): (a) Yes sir.

(b) The Department of Tourism releases advertisements in the media based on its assessed requirements and on availability of resources.

(c) A list of the publications in which advertisements have been released during the last two years is given in the Statement.

**Statement**

*List of Publication in which advertisements have been released during the last two years*

(A) List of Advertisements released during 1999-2000

SI N	Name of Publication	Amount (in Rs.)	Reported Circulation
1	2	3	4
1.	Sneh Bharati	10000	22000
2.	Partnership	36000	NA
3.	Travel Mail	20000	25000
4.	Global Travel Express	12000	35000
5.	Travel Lines	20000	NA
6.	Hospitality India	30000	65000

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I	2	3	4
7.	Bharaman Weekly	25000	58000
8.	Rashtriya Sahara	35000	70000
9.	Tourism & Wildlife	25000	20000
10.	Budhist Mirror	20000	25000
11.	First City	20000	38684
12.	Indrama	25000	30000
13.	Holiday Travel	50000	45000
14.	Discover India	50000	60000
15.	Beautiful Rajasthan	22000	NA
16.	Asian Panorama	20000	8000
17.	Voyage	45000	NA
18.	See India	25000	NA
19.	Travel Tiade Directory	20000	NA
20.	Todays Traveller	50000	NA
21.	Asian Reporter	15000	25000
22.	Souvenir of Centre for SERD	15000	NA
23.	Destination India	50000	20000
24.	Southern India Beckons	50000	NA
25.	Diplomatic Corps	50000	14080
26.	Digvijay	20000	NA
27.	Travel Talk	45000	NA
28.	Souvenir of Delhi	15000	NA
29.	Plaza Times	16000	45000
30.	Safari India	18000	58000
31.	India Travel Guide	45000	NA
32.	Last Sunday	16500	58000
33.	Sanctuary	25000	40000
34.	Ranga's Souvenir	40000	NA
35.	Perfect Media	30000	2500
36.	Shrishti Magazine	64000	1,50,000
37.	Expression	40000	NA
38.	Travel Review	35000	NA
39.	ATONEI Brochure	25000	NA
40.	Dhisttbhangi	20000	2,00,000
41.	Travel Mail	20000	72000
42.	Shrishti	37500	1,50,000
43.	Denouement	28000	34000
44.	Destination Uganda	26000	NA
45.	Consumer Forum	10000	NA

I	2	3	4
46.	Namaskar	157500	76000
47.	Nishkam Yogi	5000	NA
48.	Probudha Jagat	12000	21136
49.	Durga Puja Souvenir	4000	NA
50.	Millenium Book	30000	NA
51.	Indian Express	100000	12,00,000
52.	Safari India	30000	NA
53.	Souvenir ICE	15000	NA
54.	Asian Panorama	18000	8000
55.	World of Travel & Tourism	49000	NA
56.	IATO Manual	35000	NA
57.	Explore India	50000	10000
58.	Trav Talk	36000	NA
59.	India Today	200000	300000
60.	Navodit Uttarakhand	18000	NA
61.	Western Railway Timetable	45000	NA
62.	Shilpa Bichitra	10000	NA
63.	Bibriti	1000	NA
64.	Swagat	180000	80000
65.	MRM Travel Guide	49800	NA
66.	Reader's Digest	87600	1,50,000
67.	Maya Polo	1500	NA
68.	Ranthambore Festival	5000	NA
69.	India best of the Best	50000	NA
70.	Tourism & Wildlife	10000	NA
71.	Indrama	25000	30000
72.	Asian Age	90000	2,00,000
73.	NE India Social SC Conference Souvenir	20000	NA
74.	Hospitality India	30000	NA
75.	Midday	45000	1.58,000
76.	Voyage	35000	NA
77.	Indian Steam Railway Soc	10000	NA
78.	Digvijay	20000	23000
79.	Dash (ABP)	50000	NA
80.	Mumbai Tarun Bharat	100000	1,36,000
81.	Gentleman	50000	85000
82.	Grihalakshmi	39000	NA
83.	Himal South Asia	15000	80000
84.	Lokmat	20000	9,00,000

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1	2	3	4
85.	Budham Saranam Gachami	20000	NA
86.	Ojaswini	10000	NA
87.	City Companion	36000	NA
88.	See India	10000	NA
89.	Jaipur vintage Car Rally Souvenir	15000	NA
90.	Sarita	187000	2,75,000
91.	Sneh Bharati	10000	18000
92.	Partnership	10000	N.A.

NA: The Circulation Figures are not available.

(B) List of *Adhoc* advertisements released in 2000-2001

SI. N	Publication	Amount (in Rs.)	Reported circulation
1	2	3	4
1.	Rashtriya Sahara	20000	70000
2.	Ravi Jyoti	10000	20000
3.	Travel Mail	35000	15000
4.	Asian Panorama	30000	8000
5.	Samvaad Sindhi	15000	30608
6.	Probudha Jagat	5000	15447
7.	Yuvanter	14600	46050
8.	Gram Sahar	9000	NA
9.	Eminence	35000	26351
10	Asian Reporter	10000	25000
11	Dalai Street Inv	50000	4,60,000
12	Comic World	66000	2,00,000
13	Explore India	50000	NA
14	Panchajanya	25000	NA
15	Hosadigantha	25000	NA
16	ABVP magazine	25000	12058
17	IATO Manual	38000	NA
18	India Today Millenium	100000	3,00,000
19	Samarika Prakashan	3000	5000
20	Sunday Observer	50000	40,000
21	City Companion	36000	2000
22	Golfingly Yours	30000	9500
23	Digvijay	10000	23000
24	Safari India	30000	20000

1	2	3	4
25.	World of Tourism & Travel	19000	28000
26.	Srishti	35000	1,50,000
27.	Science India	3000	11000
28.	Newstreet	10000	70,000
29.	Discover India by Rail	100000	10,000
30.	Media Research & Mkt	51510	NA
31.	Lokmat	20000	9,00,000
32.	Vidyarthi Nidhi	75000	NA
33.	Todays Traveller	50000	NA
34.	All India Journalists Welfare Association	20000	NA
35.	Sri Aurobindo Cul Soc	5000	NA
36.	Tourism and Wildlife	8000	20,000
37.	Foundation for Aviation Sustainable Tourism	12000	NA
38.	Namaskar	157000	90,000
39.	INFA Publication	50000	NA
40.	Indrama	50000	30000
41.	Dainik Navjoti	28090	2,50,000
42.	Jahnavi	12000	97,000
43.	Diplomatic Corps	35000	14810
44.	TERI	50000	NA
45.	Raisina Bengels School	10000	NA
46.	Paryavaran Vimarsh	13000	NA
47.	Souvenir of Netaji Subhash Mela	4000	NA
48.	Tarun Bharat	50000	80,000
49.	Janmabhumi	20000	NA
50.	Rashtriya Sahara	20000	70,000
51.	Srishti	50000	1,50,000
52.	Swami Vivekananda Yoga Anushtan	75000	NA
53.	India Travel Guide	24000	NA
54.	Cheshire News	10000	NA
55.	Life Positive	18000	15,000
56.	Madhya Himalay	18000	NA
57.	Souvenir of SEIL	50000	NA
58.	See India	25000	26,000
59.	Swagat	180000	85,000
60.	Haranda Sangati	25000	NA
61.	Hospitality India	48000	20,000

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1	2	3	4
62.	Asia Reporter	10000	25,000
63.	Souvenir of DHR	15000	NA
64.	Todays Traveller	50000	NA
65.	World of Travel & Tourism	25000	35000
66.	Buddhist Mirror	25000	18000
67.	Profile 2001	15000	NA

**Upsurge in number of tourists visiting J and K**

1205. SHRI RAJU PARMAR:  
SHRI BHAGATRAM MANHAR:

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether it is a fact that a large number of domestic and foreign tourists are visiting the valley of Jammu and Kashmir;

(b), if so, details of tourists both national and international who visited the valley during the last three months; and

(c) whether any steps have been taken to give protection to the tourists visting the valley; and if so, the complete details thereof?

THE MINISTER OF TOURISM AND CULTURE (SHRI ANANTH KUMAR): (a) According to the information provided by the Government of Jammu and Kashmir, the number of tourist visits to Kashmir Valley has increased from 1,931 in January, 2001 to 21,914 in June, 2001.